

APR 25 2006

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| To: Commissioner for Patents for Examiner Michael Bekerman Group Art Unit 3622 | Facsimile No. 571/273-8300 |
| From: Dell Whitton Paralegal to Duke W. Yee | No. of Pages Including Cover Sheet: 3 |
| Enclosed herewith: <ul style="list-style-type: none">• Transmittal document; and• Notice of Appeal. | |
| Re: Application Serial No. 09/766,357 Attorney Docket No. RSW920000110US1 | |
| Date: Tuesday, April 25, 2006 | |
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APR 25 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Moore

Serial No.: 09/766,357

Filed: January 19, 2001

For: Automated and Optimized Mass
Customization of Direct Marketing
Materials§
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§
§

Group Art Unit: 3622

Examiner: Bekerman, Michael

Attorney Docket No.: RSW920000110US1

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April 25, 2006.

By:

Dell Whitton

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P.O. Box 1450
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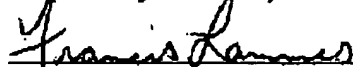
Sir:

ENCLOSED HEREWITH:

- Notice of Appeal

A fee of \$500.00 is believed to be necessary. Please charge this fee to IBM Corporation Deposit Account 09-0457. In the event that any additional fees are required for the prosecution of this application, please charge any necessary fees to IBM Corporation Deposit Account 09-0457. No extension of time is believed to be necessary. If, however, an extension of time is needed, the extension is requested and the fee for this extension should be charged to IBM Corporation Deposit Account 09-0457.

Respectfully submitted,



Francis Lamme

Registration No. 55,353

Duke W. Yee

Registration No. 34,285

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ATTORNEYS FOR APPLICANT

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By:


Dell WhittonNOTICE OF APPEALCommissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Applicant hereby appeals to the Board of Patent Appeals and Interferences from the office action dated March 29, 2006 finally rejecting claims 1-4, 8-13, 17-22, 26 and 27.

A fee of \$500.00 is believed to be necessary. Please charge this fee to IBM Corporation Deposit Account No. 09-0457. In the event that any additional fees are required for the prosecution of this application, please charge any necessary fees to IBM Corporation Deposit Account No. 09-0457. No extension of time is believed to be necessary. If, however, an extension of time is needed, the extension is requested and the fee for this extension should be charged to IBM Corporation Deposit Account No. 09-0457.

Respectfully submitted,



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